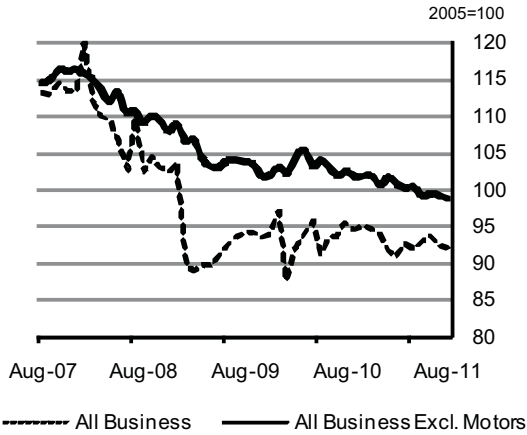




**Retail Sales Index -  
Seasonally Adjusted Volume**



**Retail Sales Index**  
August 2011 (First Estimates)  
July 2011 (Final Figures)

**Seasonally Adjusted Retail Sales Index – All Businesses**  
(Base year 2005 = 100)

	Volume Index	Value Index
August 2010	95.4	89.9
July 2011	92.4	87.8
August 2011	92.0	87.1
<b>Monthly% change</b>	-0.4%	-0.8%
<b>Annual % change</b>	-3.6%	-3.1%

**Retail Sales volume decreased by 3.6% in August 2011 compared with August 2010**

The volume of retail sales (i.e. excluding price effects) decreased by 3.6% in August 2011 when compared with August 2010 and there was a monthly decrease of 0.4%. If Motor Trades are excluded, the volume of retail sales decreased by 3.7% in August 2011 when compared with August 2010, while there was a monthly decrease of 0.5%.

Electrical Goods (+2.1%) was the only category that showed year-on-year increases in the volume of retail sales this month. Books, Newspapers and Stationery (-13.3%), Pharmaceuticals Medical & Cosmetic Articles (-10.4%) and Furniture & Lighting (-9.5%) were amongst the categories that showed year-on-year decreases in the volume of retail sales this month.

The value of retail sales decreased by 3.1% in August 2011 when compared with August 2010 and there was a month-on-month change of -0.8%. If Motor Trades are excluded, there was an annual decrease of 2.8% in the value of retail sales and a monthly decrease of 0.9%.

The methodology for compiling the aggregate volume indices has been improved. As a result, all unadjusted combined group volume indices have been revised to date. There has been no change in the value indices or the volume sub-indices.

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**Table 1 Seasonally Adjusted Indices of Total Retail Sales <sup>1</sup>****Base Year: 2005=100**

Total Retail Sales for all Businesses Combined						
Period	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
2006 Year	108.1	8.1	8.1	106.6	6.6	6.6
2007 Year	116.0	7.3	7.3	114.2	7.1	7.1
2008 Year	110.8	-4.5	-4.5	107.4	-6.0	-6.0
2009 Year	90.9	-18.0	-18.0	92.6	-13.8	-13.8
2010 Year	89.1	-2.0	-2.0	93.9	1.4	1.4
2010 1st quarter	87.4	-4.1	-2.3	91.3	-3.9	2.0
2nd quarter	89.7	2.6	-0.9	94.4	3.4	3.6
3rd quarter	89.3	-0.4	-2.5	94.5	0.1	0.5
4th quarter	89.1	-0.2	-2.2	94.5	0.0	-0.5
2011 1st quarter	88.0	-1.2	0.7	91.8	-2.9	0.5
2nd quarter	88.3	0.3	-1.6	92.9	1.2	-1.6
2010 March	89.5	1.2	-0.3	93.8	2.0	4.4
April	90.9	1.5	1.8	95.7	2.0	6.9
May	89.7	-1.4	-0.8	94.4	-1.3	3.7
June	88.7	-1.0	-3.1	93.3	-1.2	1.1
July	88.8	0.0	-3.2	93.6	0.3	-0.1
August	89.9	1.2	-1.8	95.4	1.9	1.4
September	89.2	-0.8	-2.5	94.5	-1.0	0.2
October	89.9	0.8	-0.6	94.9	0.5	1.8
November	89.3	-0.6	-1.6	94.7	-0.2	0.8
December	88.3	-1.1	-4.0	94.0	-0.7	-3.1
2011 January	87.3	-1.1	4.4	91.7	-2.5	4.9
February	88.2	1.0	-0.3	90.9	-0.9	-1.2
March	88.4	0.2	-1.2	92.6	1.8	-1.3
April	87.8	-0.8	-3.5	91.9	-0.7	-3.9
May	88.4	0.7	-1.4	92.9	1.0	-1.6
June	88.7	0.4	0.0	93.8	1.0	0.5
July	87.8	-1.0	-1.0	92.4	-1.5	-1.3
August <sup>2</sup>	87.1	-0.8	-3.1	92.0	-0.4	-3.6

<sup>1</sup> Based on Seasonal Patterns up to August 2011<sup>2</sup> Provisional value and volume of sales indices based on early returns from sample retailers

**Table 2 Seasonally Adjusted Indices of Total Retail Sales (Excluding Motor Trades)<sup>1</sup>****Base Year: 2005=100**

Total Retail Sales for all Businesses Combined (Excl Motor Trades)						
Period	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
2006 Year	108.1	8.1	8.1	106.7	6.7	6.7
2007 Year	115.8	7.1	7.1	114.4	7.2	7.2
2008 Year	114.9	-0.8	-0.8	111.5	-2.5	-2.5
2009 Year	102.1	-11.1	-11.1	104.1	-6.6	-6.6
2010 Year	97.8	-4.2	-4.2	103.0	-1.1	-1.1
2010 1st quarter	99.0	0.9	-6.7	104.1	1.8	-1.5
2nd quarter	98.4	-0.6	-4.0	103.3	-0.8	-0.1
3rd quarter	96.8	-1.6	-4.2	102.0	-1.3	-1.5
4th quarter	96.0	-0.8	-2.1	101.3	-0.7	-1.0
2011 1st quarter	97.0	1.0	-2.0	100.7	-0.6	-3.3
2nd quarter	95.4	-1.6	-3.0	99.6	-1.1	-3.6
2010 March	99.5	0.7	-4.7	105.4	1.1	1.3
April	98.9	-0.6	-3.4	103.2	-2.1	0.1
May	98.6	-0.3	-3.3	103.9	0.7	0.9
June	97.9	-0.7	-5.0	103.0	-0.9	-1.0
July	96.7	-1.2	-5.0	101.8	-1.1	-2.0
August	97.2	0.5	-3.9	102.5	0.7	-1.1
September	96.6	-0.6	-3.8	101.7	-0.8	-1.6
October	96.9	0.4	-1.6	101.8	0.1	0.0
November	96.2	-0.8	-1.8	101.8	0.0	-0.1
December	95.1	-1.1	-2.8	100.6	-1.2	-2.3
2011 January	97.8	2.8	-0.7	101.6	1.0	-0.6
February	96.5	-1.3	-2.3	100.7	-0.9	-3.5
March	96.8	0.3	-2.7	100.1	-0.6	-5.1
April	96.3	-0.5	-2.7	100.3	0.2	-2.8
May	95.2	-1.1	-3.4	99.0	-1.3	-4.7
June	94.8	-0.4	-3.1	99.4	0.4	-3.5
July	95.2	0.4	-1.5	99.2	-0.1	-2.5
August <sup>2</sup>	94.4	-0.9	-2.8	98.7	-0.5	-3.7

<sup>1</sup> Based on Seasonal Patterns up to August 2011<sup>2</sup> Provisional value and volume of sales indices based on early returns from sample retailers

**Table 3 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses  
(Preliminary Estimates) Base Year: 2005=100**

Retail Business - NACE REV 2	August 2011					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	62.3	-0.9	-5.7	68.0	-0.6	-2.6
Non-Specialised Stores (excluding Department Stores)	115.0	-0.9	-0.2	113.4	-1.7	-1.0
Department Stores	83.9	1.8	-3.9	109.4	2.5	-3.7
Food beverages & Tobacco	90.3	1.8	-0.3	88.7	2.0	-0.7
Fuel	108.8	1.1	3.1	79.4	-0.3	-8.2
Pharmaceuticals Medical & Cosmetic Articles	100.8	0.6	-9.8	107.7	0.3	-10.4
Clothing, Footwear & Textiles	84.1	-0.1	-1.5	115.7	0.8	-1.0
Furniture and Lighting	53.5	-1.7	-13.1	71.4	-0.3	-9.5
Hardware, Paints & Glass	75.9	0.6	-6.8	79.5	0.8	-6.3
Electrical Goods	70.4	4.7	-5.0	123.5	5.8	2.1
Books, Newspapers and Stationery	71.4	0.9	-13.3	64.6	-0.2	-13.3
Other Retail Sales	77.5	-1.7	-6.6	92.0	-0.8	-8.0
Bars	74.6	-5.0	-7.3	68.7	-4.9	-7.1
All Businesses excl. Motor Trades	94.4	-0.9	-2.8	98.7	-0.5	-3.7
<b>All Businesses</b>	<b>87.1</b>	<b>-0.8</b>	<b>-3.1</b>	<b>92.0</b>	<b>-0.4</b>	<b>-3.6</b>
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.1	-0.6	-2.3	102.7	-0.4	-3.3
Motors & Fuel	72.0	-0.5	-3.0	70.2	-0.5	-4.4
All Bus. Excl. Motor Trades, Fuel & Bars	96.1	-0.3	-2.7	104.8	-0.4	-2.9
Food Businesses	112.8	-0.8	-0.2	111.2	-1.5	-1.0
Non-Food (Excl Motor Trades, Fuel & Bars)	80.0	0.0	-6.4	99.0	0.7	-5.1
Household Equipment	69.1	0.8	-7.2	95.7	1.7	-2.8
Books, Newspapers Stationery & Other Goods	76.1	-1.8	-7.9	86.4	-1.7	-8.8

<sup>1</sup> Based on Seasonal Patterns up to August 2011, individual series are independently adjusted

**Table 4 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses**  
**Base Year: 2005=100**

Retail Business - NACE REV 2	July 2011					
	Value of Sales			Volume of Sales		
	Index	% change on previous month	Annual % change	Index	% change on previous month	Annual % change
Motor Trades	62.9	-9.7	2.7	68.4	-9.4	6.0
Non-Specialised Stores (excluding Department Stores)	116.0	2.2	0.6	115.3	2.6	0.1
Department Stores	82.5	-2.9	-4.3	106.7	-5.4	-3.5
Food beverages & Tobacco	88.6	0.4	-0.8	87.0	-0.1	-1.1
Fuel	107.6	-0.1	4.9	79.7	1.3	-5.8
Pharmaceuticals Medical & Cosmetic Articles	100.2	-1.7	-7.1	107.4	-2.2	-8.0
Clothing, Footwear & Textiles	84.3	1.0	-1.1	114.8	-0.4	-0.5
Furniture and Lighting	54.4	-4.9	-11.8	71.6	-3.5	-7.2
Hardware, Paints & Glass	75.4	0.1	-6.9	78.9	0.3	-6.0
Electrical Goods	67.3	-8.1	-12.1	116.7	-7.6	-6.1
Books, Newspapers and Stationery	70.7	-3.5	-8.9	64.7	-2.2	-8.9
Other Retail Sales	78.9	-2.0	-5.2	92.8	-1.6	-7.5
Bars	78.5	2.8	-1.4	72.2	3.0	-1.2
All Businesses excl. Motor Trades	95.2	0.4	-1.5	99.2	-0.1	-2.5
<b>All Businesses</b>	<b>87.8</b>	<b>-1.0</b>	<b>-1.0</b>	<b>92.4</b>	<b>-1.5</b>	<b>-1.3</b>
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.6	0.0	-1.5	103.1	-0.4	-2.6
Motors & Fuel	72.4	-3.7	3.3	70.6	-4.4	2.7
All Bus. Excl. Motor Trades, Fuel & Bars	96.4	-0.1	-2.2	105.2	-0.6	-2.4
Food Businesses	113.7	2.2	0.6	112.9	2.4	0.1
Non-Food (Excl Motor Trades, Fuel & Bars)	80.0	-2.4	-5.8	98.3	-3.5	-5.0
Household Equipment	68.5	-3.4	-9.6	94.1	-3.8	-6.0
Books, Newspapers Stationery & Other Goods	77.5	-2.5	-6.0	87.9	-2.8	-7.7

<sup>1</sup> Based on Seasonal Patterns up to August 2011, individual series are independently adjusted

**Table 5 Seasonally Adjusted<sup>1</sup> Value and Volume Indices of Retail Sales for 13 Retail Businesses  
(Preliminary Estimates) Base Year: 2005=100**

Retail Business - NACE REV 2	June-August 2011					
	Value of Sales			Volume of Sales		
	Index	% change on previous period	Annual % change	Index	% change on previous period	Annual % change
Motor Trades	65.3	4.1	5.2	71.0	4.7	8.4
Non-Specialised Stores (excluding Department Stores)	114.7	-1.4	-0.3	113.6	-1.4	-1.1
Department Stores	83.9	-2.1	-3.7	109.9	-2.0	-2.4
Food beverages & Tobacco	89.0	1.4	-1.5	87.6	0.7	-1.8
Fuel	108.0	1.2	1.6	79.2	1.1	-9.0
Pharmaceuticals Medical & Cosmetic Articles	101.1	-2.2	-7.1	108.4	-2.4	-8.1
Clothing, Footwear & Textiles	83.9	-1.4	-2.3	115.2	-2.0	-0.8
Furniture and Lighting	55.2	-4.3	-9.1	72.5	-4.1	-4.7
Hardware, Paints & Glass	75.6	-6.2	-8.0	79.0	-5.8	-7.5
Electrical Goods	70.5	-3.3	-6.1	122.5	-0.6	0.7
Books, Newspapers and Stationery	71.9	-1.8	-9.0	65.2	-1.8	-9.9
Other Retail Sales	79.1	0.1	-5.5	93.1	-0.5	-7.5
Bars	76.5	0.5	-5.1	70.3	0.7	-5.0
All Businesses excl. Motor Trades	94.8	-1.5	-2.6	99.1	-0.7	-3.3
<b>All Businesses</b>	87.9	-0.3	-1.3	92.8	0.3	-1.3
Of which:- <u>Combined Groups</u>						
All Businesses excl Motor Trades & Bars	97.4	-1.4	-2.3	103.1	-0.8	-3.1
Motors & Fuel	73.4	1.8	3.7	71.7	1.3	3.3
All Bus. Excl. Motor Trades, Fuel & Bars	96.3	-1.5	-2.6	105.3	-1.2	-2.6
Food Businesses	112.5	-1.2	-0.4	111.3	-1.3	-1.2
Non-Food (Excl Motor Trades, Fuel & Bars)	80.8	-2.9	-5.5	99.9	-1.0	-4.2
Household Equipment	69.6	-4.1	-7.6	96.1	-2.2	-3.0
Books, Newspapers Stationery & Other Goods	77.8	-1.0	-6.3	88.4	0.1	-7.6

<sup>1</sup> Based on Seasonal Patterns up to August 2011, individual series are independently adjusted

**Table 6****Volume of retail trade in the euro-zone, the EU27 and Member States<sup>1</sup>  
Annual % change compared with the same month of the previous year**

	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11 <sup>2</sup>
Austria	-1.0	-1.7	-0.4	-2.8	0.0	-2.9
Belgium	3.0	1.7	5.5	5.5	-4.6	2.7
Finland	2.7	1.1	4.1	4.9	4.7	2.7
France	5.9	4.1	4.4	0.4	4.1	0.8
Germany	2.2	0.4	1.5	-2.7	1.4	1.6
Greece	-10.5	-17.7	-8.5	-10.8	-11.5	c
<b>Ireland</b>	<b>-3.2</b>	<b>-3.6</b>	<b>-4.4</b>	<b>-4.4</b>	<b>-3.3</b>	<b>-2.6</b>
Italy	0.2	-2.5	-0.1	-1.6	-1.8	c
Luxembourg	10.4	6.5	7.3	5.9	12.4	8.3
Netherlands	1.4	-1.0	-0.5	-0.5	-3.1	c
Portugal	-3.7	-7.6	-4.7	-7.5	-5.6	-5.3
Slovenia	5.4	0.6	1.3	1.8	-2.0	0.3
Slovakia	0.1	-3.4	-0.3	-3.5	-4.2	-4.3
Spain	-5.4	-9.6	-3.1	-7.9	-8.4	-3.9
Cyprus	2.4	-2.7	7.6	-0.7	c	c
Malta	-2.2	2.8	-8.1	-2.5	-1.1	-8.9
<b>EA17</b>	<b>1.1</b>	<b>-1.3</b>	<b>1.0</b>	<b>-2.0</b>	<b>-0.7</b>	<b>-0.2</b>
Denmark	-2.0	-8.7	6.2	-3.4	-2.8	-5.1
Sweden	2.6	0.6	4.8	-1.2	2.4	0.3
United Kingdom	1.1	-0.4	3.8	-0.2	0.6	0.3
Czech Republic	2.7	-0.2	3.0	0.5	-0.9	c
Estonia	2.1	4.4	3.9	2.6	4.7	5.5
Latvia	3.6	1.4	-1.1	1.2	3.9	6.4
Lithuania	6.7	5.8	7.8	6.2	7.1	7.8
Hungary	0.1	-0.9	-1.2	0.7	-0.5	c
Poland	3.7	-1.0	5.9	0.6	-2.0	-1.4
Bulgaria	-0.1	1.4	0.5	1.7	-0.8	-2.8
Romania	-4.6	-5.4	-5.9	-5.0	-7.8	1.0
<b>EU27</b>	<b>1.2</b>	<b>-1.2</b>	<b>1.8</b>	<b>-1.5</b>	<b>-0.5</b>	<b>-0.2</b>
Norway	2.4	1.9	2.1	4.6	3.6	0.9
Switzerland	1.8	-0.2	7.8	-3.9	7.9	1.8

: Data not available,

<sup>1</sup> Data NACE 47 : All Business excluding Motor Trades & Bars<sup>2</sup> Data for Ireland is July 2011 final data

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Source: Eurostat

## Background Notes

<b>Retail Sales Index</b>	<p><b>Introduction of updated series with base year 2005 = 100.</b></p> <p>An updated Retail Sales Index (RSI) was introduced in the February 2009 release. The underlying methodology remains unchanged. The index is primarily intended to measure short-term trends. For long term analysis allowance must be made for the fact that the series does not reflect changes in retail structures between updates.</p>
<b>Reference Period</b>	<p>The July 2011 period covers the four weeks from 03/07/11 to 30/07/11 and the August 2011 period covers the four weeks from 31/07/11 to 27/08/11.</p>
<b>New Base Year</b>	<p>The set of new monthly retail sales indices has been compiled with reference to base year 2005 = 100. The underlying structural weighting system is mainly based on the 2005 Annual Services Inquiry. Weights are updated from year to year using ratios of average weekly turnover by size class within business type.</p>
<b>Scope and Coverage</b>	<p>The Retail Sales Index covers, on a sample basis, the retail sales of retail businesses, wholesale businesses with sizeable retailing activity and the separate sales establishments of non-distribution enterprises. Excluded from the index coverage are the direct retail sales from non-distribution establishments together with the incidental retail sales of wholesale businesses. Also excluded are sales by hawkers, street stalls and other retailing activities not conducted from permanent business premises. The statistical unit used for reporting sales figures in this inquiry is the enterprise (i.e. complete business covering all branches).</p>
<b>Methodology</b>	<p>The business categories are based mainly on the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2). The index system is structured on the retailing enterprises covered in the 2005 Annual Services Inquiry classified by 13 retail business categories and four turnover (excluding VAT) ranges.</p> <p>The value indices are calculated by updating the aggregate 2005 retail turnover (including VAT) of these enterprises in these cells using the monthly retail sales data provided by the enterprise respondent panel from 2005 onwards.</p> <p>The compilation of the index for a current month is based on the percentage change in average weekly sales in these cells over the corresponding monthly period of the previous year. The monthly volume indices are calculated by deflating the seasonally unadjusted value indices by specially constructed retail price indices derived from the Consumer Price Index (CPI). A copy of the Retail Sales Index methodology is available on our website (<a href="http://www.cso.ie">www.cso.ie</a>).</p>
<b>Seasonal Adjustment</b>	<p><i>All Retail Sales “unadjusted” series are trading day adjusted as they are based on either a standardised four or five week reporting period (see reference period note above). Seasonal adjustment is conducted using the direct seasonal adjustment approach. Under this approach each individual series is independently adjusted, e.g. aggregate series are adjusted without reference to the component series. Each individual seasonally adjusted series is calculated based on unadjusted data spanning from January 2000 to the current period.</i></p> <p>The adjustments are completed by applying the X-12-ARIMA model, developed by the U.S. Census Bureau to the unadjusted data. This methodology estimates seasonal factors while also taking into consideration factors that impact on the quality of the seasonal adjustment such as:</p> <ul style="list-style-type: none"> <li>• Calendar effects, e.g. the timing of Easter,</li> <li>• The phase shift effect, i.e. the fact the reporting period of the RSI does not coincide with the calendar month and</li> <li>• Outliers, temporary changes and level shifts in the series.</li> </ul> <p>For additional information on the use of X-12-ARIMA see (Findley, D.F., B.C. Monsell, W.R. Bell, M.C. Otto, and B. Chen (1998), “New Capabilities and Methods of the X-12-Arima Seasonal Adjustment Program”, <i>Journal of Business &amp; Economic Statistics</i>, 16, pp. 127-177.) and <a href="http://www.census.gov/srd/www/x12a/">www.census.gov/srd/www/x12a/</a></p>
<b>References</b>	<p>A detailed description of the Retail Sales Index is available on the CSO website <a href="http://www.cso.ie">www.cso.ie</a> Retrospective details for the current and previous series are also available on the CSO website.</p>